



**FLORIDA'S
BLOOD CENTERS**

1-888-9-DONATE

floridasbloodcenters.org

May 27, 2008

8669 Commodity Circle
Orlando, Florida 32819

Kevin J. Martin
Chairman
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Dear Mr. Martin:

Please accept this letter as a testimonial to the community partnership with the CBS radio stations WJHM FM, WOCL FM and WOMX FM in Central Florida in giving thousand of dollars in promotional time annually by producing blood drives that have saved hundreds of lives.

Florida's Blood Centers, a non-profit 501©3 blood bank, has benefited greatly from the annual blood drive with WOMX MIX 105.1 and the constant messaging about the important of giving blood. Last year WOMX FM brought in 121 units of blood for the local hospitals, affecting over 360 people who needed surgeries and cancer treatments.

WOCL FM Sunny 105.9 runs constant messaging about the need for blood donations throughout the year, and has stepped up its community campaign with Florida's Blood Centers. WOCL FM has a strong following with a dedicated demographic of donors who are reminded to give blood on a regular basis.

WJHM FM 102 JAMZ is vital to this blood bank because its audience is a crucial part of our blood demand in minority communities. WJHM FM reaches both a higher Hispanic and African American community which gives the blood bank a higher percentage of matches for patients with all types of ethnic backgrounds. WJHM FM partners with the blood bank by holding blood drives at branch locations and by recruiting new donors.

All three CBS stations, WJHM FM, WOCL FM and WOMX FM have been and continue to be very strong community partners with a positive outreach and by providing venues for people to give blood to save lives in all of our local hospitals. Our partnership with CBS Orlando has literally given life to Central Florida.

If you have any further questions or would like specific examples of the blood drives and messages offered by the CBS Orlando station group, please feel free to contact me.

Sincerely,

Pat Michaels
Executive Director of Public Relations
Florida's Blood Centers

OFFICE OF THE STATE ATTORNEY

Brevard County Office
2725 Judge Fran Jamieson Way
Bldg. D
Viera, FL 32940-6605
(321) 617-7510

EIGHTEENTH JUDICIAL CIRCUIT OF FLORIDA
BREVARD AND SEMINOLE COUNTIES

Seminole County Office
101 Bush Blvd.
P.O. Box 8006
Sanford, FL 32772-8006
(407) 665-6000

NORMAN R. WOLFINGER
STATE ATTORNEY



Reply To:

May 28, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street SW
Washington, D.C. 20554

Dear Chairman Martin,

As Director of the Community Alliance programs for the 18th Judicial Circuit State Attorney's Office of Florida, our agency is responsible for the safety and protection of approximately one million Floridians. Not only is our goal to protect the innocent, but to prosecute law breakers and prevent criminal activity. As you can imagine this is no small task, and virtually impossible to accomplish by government alone. With this in mind, allow me to illustrate a current partnership in central Florida that is unique, successful and award winning.

In 2005, gun crime in Florida was reaching epidemic proportions. Young people in our urban neighborhoods were becoming not only gun crime victims, but the perpetrators as well. Statistics were rapidly proving that a conventional criminal justice response to this community-wide disaster was not successful. As a result, Operation Cease-Fire (OCF) was established by the State Attorney's Office to fight the problem in an unconventional manner. There were many projects involved in OCF, but prevention was a key component. The first prevention premise: *find the right messenger to speak out against gun violence in the community*. Established from this initiative was the RAP AGAINST VIOLENCE contest.

Unfortunately, there were no funds to run a contest using tax-payer money, so members of the State Attorney's Office wrote a plan utilizing partners in the community to assist. We quickly knew that without broadcast capabilities, getting the word out to potential contestants would not succeed. We promptly identified the 102JAMZ radio station in Orlando as our first choice for a partner. After meeting with them, we were overwhelmed with their enthusiasm and willingness to join on to this unusual partnership. 102JAMZ immediately took on the responsibility of producing an ad to promote the contest, giving the ad major air time, attending press conferences, on-air interviews of

law enforcement officials on the issue, working with their DJ's to promote the contest and understand the anti-gun violence message, and using their building as a drop location for the contestants' recordings. After the entries were received, 102JAMZ was an integral part of judging the winners, and promoting each of the ten artists with a live on-air interview. The winning songs were also played on the 102 JAMZ morning show. We worked daily with the 102JAMZ staff for over one year to make this first competition a success. Since then, we have completed a second contest. Astonishingly, we have 30,000 copies of the RAP AGAINST VIOLENCE CD (volume I and II) out in the community. This distribution was accomplished in no small part with the assistance of the 102JAMZ street squad.

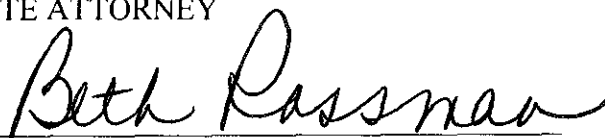
In the last year we have seen a gun crime reduction, but as long as young people are dying in their neighborhoods, 102JAMZ has eagerly volunteered to stay committed to this project. You see, the CD is not the achievement of this project, the word of mouth epidemic against gun-violence is. 102JAMZ is more than just a community partner; they are now our colleagues in this street fight to save lives!

No amount of words can describe what a victory this journey has been, but I can tell you that Florida Governor Charlie Crist has recognized 102JAMZ's accomplishments and awarded them the 2007 Governor's Community Investment Award. But maybe the highest honor is the number of communities around the country that are replicating this effort.

Please accept this brief synopsis of as the highest testimonial I can give any government or private organization I have worked with in my 27 year career. 102JAMZ represents the community of Central Florida in best way possible.

If I can answer any questions, please do not hesitate to communicate with me.

Sincerely,
NORMAN R. WOLFINGER
STATE ATTORNEY

By: 
Director Beth Rossman
321-543-2446
brossman@sal8.state.fl.us




May 24, 2008
Federal Communication Commision
Chairman Kevin J. Martin
445 12th St SW
Washington DC, 20554

Chairman Kevin J. Martin

I wish to inform you of the on going relationship between CBS Radio and Central Florida Crimeline Program Inc. the local non-profit anonymous criminal tip line which assists law enforcement in solving crimes in the area. For more than 5 years WJHM-FM/102 JAMZ a local CBS Radio station has partnered with Central Florida Crimeline to work towards a safer community by assisting in promoting Crimeline.

Through this partnership Central Florida Crimeline has been able to inform the community of unsolved cases and wanted persons who were committing violent crimes against citizens. The listeners of 102 JAMZ then become involved in assisting local law enforcement by providing confidential anonymous tips to Central Florida Crimeline which has lead to many solved cases. Crimeline is also featured on the powerful website of 102 JAMZ.

This radio station has also allowed Central Florida Crimeline to participate in many events held in the community along side their personalities including free movie nights and other community functions. 102 JAMZ has been a wonderful and supportive partner with Central Florida Crimeline and has been instrumental in assisting the goals of a safer community.

Sincerely 
Detective Barb Bergin
Law Enforcement Coordinator
Central Florida Crimeline Program Inc
800-423-8477

Central Florida CRIMELINE Program, Inc.

P.O. Box 913

Orlando, Florida 32802

407.423.TIPS

Fax: 407.423.7881



dedicated to finding a cure

Central Florida Chapter
279 Douglas Ave, Suite 1108
Altamonte Springs, FL 32714
t: (407) 774-2166 f: (407) 774-2168

June 3, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street SW
Washington, D.C. 20554

Dear Mr. Martin:

It is an honor to correspond with the Federal Communications Commission regarding an outstanding media partnership in the Orlando market. As a Commission dedicated to maintaining quality materials and information, please accept this testimonial of one of the most professional, community-focused media partners with the highest regard.

For over two years, the Orlando CBS Radio affiliate, WOMX-FM/MIX 105.1, has stepped up to the challenge of highlighting our Orlando Walk to Cure Diabetes with impeccable quality and precision. As one of the largest, most successful fundraising walk events in the Central Florida community and nationally recognized as the "Nation's Best Loved Walk", the Walk to Cure Diabetes has grown steadily during the time that MIX 105.1 has been involved, increasing from 3,000 people in 2007 to over 3,500 participants in this fiscal year. The presence of Erica Lee, top-rated, local on-air personality, at all of the Walk sub-events has given the community a sense of connection to both the radio station and the event itself. All efforts by every staff member at MIX 105.1 have been of the utmost respectful, efficient and hospitable nature and we could never ask for a better radio partner than MIX 105.1.

As a non-profit organization, our sole mission is to fund research to find a cure for diabetes and its complications. The Juvenile Diabetes Research Foundation currently functions at nearly 91 percent efficiency and approximately 85 cents of every dollar we raise through events such as the Walk to Cure Diabetes is given directly to researchers working on finding a cure. Without the contribution of valuable air-time and radio publicity, this would not be possible. Due to the incredible amount of assistance MIX 105.1 has given this Chapter, we were able to communicate our mission and message to the community, which resulted in raising over \$500,000 for the Orlando Walk to Cure Diabetes in 2007 and are approaching \$500,000 in the 2008 fiscal year.

On behalf of the 18 million Americans living with diabetes, many of whom are children requiring multiple insulin injections daily to survive, we thank you and your colleagues in media who work to make a difference. Insulin is not a cure. With valuable partners like MIX 105.1 working to educate and inform this community, we are hopeful that a cure is within our reach.

Sincerely,

A handwritten signature in black ink, appearing to read "Kendra A. Presley". The signature is fluid and stylized, with a large loop at the end.

Kendra A. Presley
Special Events Manager
Central Florida Chapter- Juvenile Diabetes Research Foundation



FLORIDA HOSPITAL
Foundation

2809 North Orange Avenue
Orlando, Florida 32804
TEL 407.303.2784
FAX 407.303.2781

May 22, 2008

Dear Chairman Kevin J. Martin,

I am writing this letter as a testament to the true power of radio in our community. Florida Hospital recently partnered with the local affiliation of CBS radio, Mix 105.1 and our fundraising event, *Florida Hospital's Celebrity Stroll*. *Celebrity Stroll* is a unique corporate and couples evening where famous and familiar faces stroll the runway to raise funds and awareness for women and girls with cancer.

Mix 105.1 played a huge role in the success of this event, raising over \$240,000 for Central Florida cancer programs for women and girls. The station ran several public service announcements leading up to the event, *Scott & Erica in the Morning* spoke highly of the cause and the event on air as well as acted as event emcees and "strolled" the celebrity runway. The partnership continued through to the next week, when we opened our Eden: Spa for Image Discovery. Eden is a full service spa designed specifically for individuals dealing with the physical affects of cancer treatments.

The partnership was successful in spreading awareness of our fundraising efforts, assisting in increased sponsorship opportunities as well as acting as an outlet for support for our local cancer patients. A week after our event, Scott McKenzie, Mix 105.1 morning personality, made the announcement of his personal battle with Non-Hodgkin's Lymphoma. This announcement brought our cause and efforts to a startling reality to our community.

Florida Hospital is very appreciative to our local media partners for opportunities to share our mission to the community and rely heavily on these relationships. I can be contacted at 407-303-9661 for additional information.

Sincerely,

Brooke Zapata
Director of Marketing & Events

PHILADELPHIA



Driving hunger from our community.

June 5, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

I wish to acknowledge The Big Talker 1210, WPHT for their support of Philabundance, the region's largest hunger relief organization. It is imperative that we get our message out to the residents of the Delaware Valley. WPHT has kindly agreed to air our public service announcements on a regular rotating basis. We appreciate the contribution the station makes to the communities we serve, and look forward to an ongoing relationship.

Sincerely,

Martha M. Buccino, Sr. Vice President
Strategic Development



**NATIONAL FOUNDATION
FOR CELIAC AWARENESS**

June 5, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 112th Street SW
Washington, DC 20554

Dear Chairman Martin:

This letter is to commend Philadelphia radio station WPHT-AM, The Big Talker 1210, for the terrific charitable work this group does throughout this community and in the Delaware Valley.

Over the past four years, the management and staff of WPHT-AM have extended themselves unfailingly to assist the National Foundation for Celiac Awareness (NFCA) as we work to achieve our most significant goal: to *restore health and reclaim lives*.

Each year, WPHT-AM has donated interesting and exciting auction items for our annual event that have intrigued the public and brought interest to our program. Through these gifts, WPHT-AM has assisted NFCA in raising awareness of celiac disease and the work our organization is doing. Equally importantly, they have helped us raise the funds that will support our mission -- gaining a prompt and correct diagnosis for the 3 million Americans who suffer with celiac disease.

WPHT-AM has been a staunch supporter of NFCA and of worthy causes in our community. All of us at NFCA and those we serve are eternally grateful.

Best regards,

Alice Bast

Alice Bast
Executive Director

www.CeliacCentral.org



Philadelphia 2008 Walk
Stacey L. Fliegelman - Walk Chair
48-7 Revere Road
Drexel Hill, PA 19026
staceycleigelman@verizon.net
610/513-2950 (Cell)

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

On behalf of our organization I would like to thank the employees and management of 1210 AM WPHT Radio in Philadelphia. We offer our appreciation for your on-air support of our events. We value the radio station's ongoing involvement with our efforts to bring greater awareness to the impact Autism has on individuals and their families.

Many thanks,

Stacey L. Fliegelman
Walk Chair



Chairman Kevin J. Martin
Federal Communications Commissions
445 12th Street SW
Washington, DC 20554

Dear Chairman Martin:

On behalf of Urban Genesis, I offer thanks to WPHT 1210 AM for your recent contributions. We appreciate WPHT's ongoing community service to the residents Philadelphia. Thank you very much for your support.

Sincerely,

A handwritten signature in black ink, which appears to read "Lynne Abraham", is written over a light gray circular background.

LYNNE ABRAHAM
Founder

LA:cb

Urban Genesis, Inc., is a tax-exempt, non-profit, and publicly supported organization under Sections 501 © (3), 509 (a) (1) and 170 (b) (1) (A) (VI) of the Internal Revenue Code. Contributions to Urban Genesis are deductible for federal income tax purposes under IRS Section 170.

Urban Genesis is registered as a charitable organization in the Commonwealth of Pennsylvania. A copy of the official registration information may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1 (800) 732-0999. Registration does not imply endorsement. Questions concerning Urban Genesis should be addressed to (215) 686-8703.

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Elaine I. Grobman

May 28, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Mr. Martin,

I'm honored to write to you to attest to the tremendous level of philanthropy, professional and personal investment in community, and overall generous nature KYW Newsradio has demonstrated to the Philadelphia Affiliate of Susan G. Komen for the Cure® over the past 15+ years. More than just providing media support, the KYW team throughout the years has demonstrated a most sincere dedication to generating **awareness** for the breast cancer mission as well as **empowering** our communities to fight back and end this disease.

It would be impossible to put a dollar value on what KYW bring to the table for the Komen Philadelphia Affiliate. From on-air and behind-the-scenes talent to broadcast resources, the time and seemingly endless resources they contribute are impossible to calculate. Whether it be a feature story on African-American breast cancer risks to help drive traffic to our Sisters for the Cure events, serving on committees, PSAs, or providing "star power" for fundraising events—KYW Newsradio has always been there for us and our community. And, it's clear that they will continue to do so until everyone can live free from breast cancer.

This May, we held the 18th annual Susan G Komen Philadelphia Race for the Cure.® We attracted approximately 120,000 people and expect to raise in excess of \$4 million. It is NOT an exaggeration when I say, we simply could not have done this without KYW Newsradio and the CBS-3 Philadelphia TV and radio family. They have spread the word about Komen, educating everyone in our service area about who we are, how we serve and why their support and participation in our programs is imperative for the health and happiness of generations.

We are truly fortunate to have found such devoted, caring and resourceful partners as KYW Newsradio.

Regards,



Elaine I. Grobman
Executive Director



May 28, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Mr. Martin:

I am writing to you today on behalf of The Women's Committee of the Philadelphia Museum of Art. We produce the Philadelphia Museum of Art Craft Show, the largest single fundraiser for the Philadelphia Museum of Art.

We are extremely thankful to KYW Newsradio for their support of the Philadelphia Museum of Art Craft Show. While we have made a point of acknowledging this fact verbally, we felt it was important to put in writing how much of a difference it has made to have them involved in the event. We truly value their commitment to the community through this annual art event.

With their help, the Craft Show is able to raise over \$405,000 annually for the Philadelphia Museum of Art. The Women's Committee disburses these funds and has over the years been able to touch and strengthen every department at the Museum. The Craft Show is in its 32nd year now, and since KYW Newsradio 1060 came aboard as a sponsor, the "buzz" about the show has never been stronger. Because of their help, we have been able to reach out to new markets and broaden our audience.

The arts cosset the human spirit, and in these trying times, we especially need the inspiration found and fostered in creativity. We are grateful to KYW Newsradio 1060 for recognizing the importance of the arts, for believing in us, helping our event be a success, and doing their part in making this city more vibrant, vital and inspired.

Sincerely,

Nancy C. O'Meara
Executive Director and Craft Show Manager
The Women's Committee of the Philadelphia Museum of Art

THE WOMEN'S COMMITTEE OF THE PHILADELPHIA MUSEUM OF ART

Box 7646, Philadelphia, Pennsylvania 19101-7646 • Telephone (215) 684-7930 • Fax (215) 236-8730 • E-mail twcpma@philamuseum.org

The official registration and financial information of The Women's Committee of the Philadelphia Museum of Art may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1 (800) 732-0999. Registration does not imply endorsement.

TENT 13 - Chartered 1935

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May 29, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Chairman Martin,

Variety – The Children's Charity is organizing its 33rd Annual Tournament of Champions golf event. As you may know, Variety is the official charity of the Philadelphia area PGA. This golf tournament brings together PGA golfers and amateurs for a two-day event which raises funds for Variety's programs offering support to children with special needs.

Variety – The Children's Charity of Greater Philadelphia has been providing programs and services for children with disabilities since 1935. It owes much of its success to the dedication of its corporate sponsors. The generosity of this group allows the charity to organize events and fundraisers, which ensures success for Variety's programs and the children they serve.

The charity has asked KYW 1060 Radio to be a supporter of this wonderful yearly event, requesting placement of public service announcements in its 2008 on-air schedule. This year's proposed schedule is valued at approximately \$35,000. Last year, KYW 1060 was generous enough to offer about \$40,000 in spot placement.

Variety – The Children's Charity is a non-profit volunteer driven organization dedicated to improving the lives of children with physical and developmental disabilities in the Delaware Valley. Through such facilities as the Variety Club Camp and Developmental Center and programs, such as the Direct Care for Kids Program and our nine After School Programs throughout Philadelphia, we give children with disabilities the opportunity to live life with choice.

Sincerely,

Andrew Pack
Executive Director

1520 Locust Street, 2nd Floor Philadelphia, PA 19102-4496
Phone: (215) 735-0803 Toll-Free (800) 553-7806 Fax: (215) 735-2450
www.varietypghila.org





May 28, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Mr. Martin:

I would like to take this opportunity to tell you about the wonderful job KYW Newsradio did being a media sponsor for the annual Free Library's Philadelphia Book Festival. For the second consecutive year, KYW Newsradio was an asset to us before and during the event. They provided the Library with 35 promos leading up to the festival which was valued at \$21,000, but for us the value was so much more. According to a survey we conducted, many visitors reported hearing about the festival on KYW radio, helping us to attract 27,000 people over two days!

The on-site kidcasts were a highlight of the weekend. I was amazed that even with a downpour on the second day of the event, people were eager to participate. As we were breaking down venues I heard children asking their parents to take them to the KYW tent.

As a new employee with the Library, working with Kyle Ruffin and her staff made my first official event an enjoyable learning experience. The KYW Newsradio staff was organized, self-sufficient, and fun to work with, making the entire process a smooth one. They were clearly interested in meeting our promotional needs, brought ideas to the table, and were a wonderful media partner.

Their sponsorship played a big part in our ability to host another successful Book Festival. I look forward to working with them again next year.

Sincerely,

A handwritten signature in cursive script that reads "Tara Miller".

Tara Miller
Manager of Corporate Sponsorships



2801 W. Hunting Park Avenue Philadelphia, PA 19129 p: 215-420-0555 f: 215-222-2073

www.hungercoalition.org www.hungerwalk.org

Fighting hunger through education, outreach and advocacy

May 27, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Mr. Martin,

It is my pleasure to write this letter in acknowledgement of the great support KYW Newsradio has provided to the Greater Philadelphia Coalition Against Hunger.

For several years now, the station has been a key media sponsor of the Coalition's annual Walk Against Hunger, which draws more than 3,000 people each year. The Walk also serves as the main fundraising vehicle for more than a hundred food pantries and soup kitchens in the city. The advertisements provided by KYW for the Walk have not only drawn people to the event, they have also served to raise awareness about the issue of hunger in the Philadelphia community. KYW Newsradio's 2008 contribution of radio spots and web banner ads was valued at more than \$40,000.

We are very grateful to KYW for its support of our organization. Media contributions such as these are essential to our work, and have put KYW on the map not only as a media leader, but as a community leader as well.

Best regards,

Carey Morgan
Director

**Communities In Schools**

HELPING KIDS STAY IN SCHOOL AND PREPARE FOR LIFE

Communities in Schools of Philadelphia, Inc.

Rodin Place • Suite 201

2000 Hamilton Street

Philadelphia, PA 19130-3848

267.386.4600 • 267.330.0164 fax

www.cisphl.org • 4kids@cisphl.org

United Way Agency Code 6075

May 30, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC. 20554

Dear Chairman Martin:

It is with pleasure that I submit this letter to you in support of **KYW Newsradio 1060** and acknowledging how the station has worked with us to promote Communities In Schools of Philadelphia (CISP) for the benefit of the 13,000 students we serve annually.

Communities In Schools of Philadelphia is the largest affiliate of Communities In Schools National—the largest stay-in-school network in the nation. A 501 (c) (3), CISP works within the School District of Philadelphia by providing a myriad of programs targeting special needs and out-of-school youth, and pregnant and parenting teens. Some of our programs are: employment and training, after-school, and literacy.

KYW Newsradio has continually been agreeable to provide Public Service Announcement's for our organization's public awareness, for special programmatic events as well as our need for volunteers. From these PSA's we have been able to obtain volunteers that would not have known about our organization.

We are happy to include **KYW Newsradio 1060** as a partner and look forward to our continued relationship as we "Help Kids Stay in School and Prepare for Life."

Sincerely,

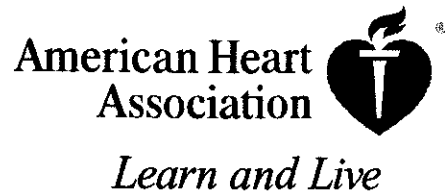
Madeline Brown

Director, Development and Marketing

267-386-4604

mbrown@cisphl.org

PHOENIX



American Heart Association
2929 South 48th Street
Phoenix, AZ 85282

May 21, 2008

Chairman Kevin J Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20544

To Whom It May Concern:

Subject: CBS Radio Phoenix
KOOL 94.5, KZON 101.5, KMLE 107.9

On behalf of the American Heart Association I would like to compliment the CBS Radio Stations in Phoenix on their dedication to the community and constant support of our cause.

In January 2008, KOOL 94.5 helped us distribute educational materials at their large events, including the PF Chang's Health and Wellness Expo and FBR Open.

Then, in February 2008, all three stations, KOOL 94.5, KZON 101.5, and KMLE 107.9, aired a public affairs segment promoting our upcoming Phoenix Heart Walk and Start! Program to get America walking.

Also in February 2008, KOOL 94.5 promoted our Go Red for Women program and National Wear Red Day during their Morning and Afternoon Shows. The Afternoon Show incorporated our heart healthy information into their well known features.

In April 2008, the KOOL 94.5 Midday talked about National Start Walking Day and how Phoenixians could improve their heart health.

Throughout the entire year the CBS Radio Stations are constantly assisting our efforts to educate the public about heart disease and its risk factors. They have provided us avenues to distribute materials to children and adults wherever they go. Their commitment to helping promote our programs is sincerely appreciated.

Sincerely,
Kerrin Kleinschmidt
Cause Marketing Director
American Heart Association

Federal Communications Commission
Mr. Kevin J. Martin
445 12th Street SW
Washington DC 20554



June 2, 2008

Dear Mr. Kevin J. Martin:

On behalf of the American Cancer Society, Phoenix Region, I would like to share with you the support that CBS Radio has provided to our organization.

Locally, the three CBS Radio Stations, KOOL 94.5, KMLE Country 108 and 101.5 JAMZ (KZON) have been a support to the American Cancer Society on many levels.

Through an exclusive sponsorship, CBS Radio has helped the American Cancer Society's Climb To Conquer Cancer become a huge success! The three radio stations share the information with their listeners through PSA's, post information on their websites, do live on air reads about the event and invite the entire community to join in the fight against cancer. They also provide a segment on the Sunday Morning Show on the stations where a representative from the American Cancer Society is able to talk about the event and the work that is being done in the community for cancer patients. The day of Climb, at South Mountain Park, CBS Radio always has many of their station vehicles and tents out in full force. We assign one radio station per waterstop location - providing music and entertainment for over 10,000 climbers!

We appreciate all that CBS Radio does for us, not just during the Climb To Conquer Cancer, but throughout the year. The American Cancer Society is pleased to be the recipient of the proceeds from the book written by KMLE Country 108 morning talent, Dave Pratt. All other events, including Relay For Life, as well as programs throughout the year are supported by the three stations. CBS Radio has truly embraced the American Cancer Society as a community partner.

The work of the promotions staff and everyone with CBS Radio, has helped to share the message about who we are as the American Cancer Society, in turn is helping those touched by cancer. Because of your support, we will be able to help so many more cancer patients and their families, will be able to allocate more dollars to cancer research and will be able to educate more of the community about early detection and prevention of cancer!

Thank you for the continued support of CBS Radio in Phoenix, Arizona.
We are so proud at the American Cancer Society to have this kind of local support!

Sincerely,

A handwritten signature in blue ink that reads "Meg Kondrich".

Meg Kondrich
American Cancer Society
Communications Manager
Phoenix, Arizona

we need more

HEROES

May 23, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Chairman Martin:

On behalf of United Blood Services, I am writing you publicly acknowledge the contributions by the three Phoenix-area CBS radio stations to the community blood program. Thanks to community awareness programming donated by KOOL 94.5 FM, KMLE 107.9 FM and JamZ 101.5 FM during critical times of the year for the blood supply, Arizona patients have had the lifesaving transfusions they needed when they needed them the most.

United Blood Services has partnered with the CBS Radio stations since 2005 in a lifesaving broadcast during winter and summer holiday season. In the past year alone, together the CBS Radio stations have donated more than \$166,000 in advertising and gifts to motivate and thank blood donors for providing the gift of life. Their generous contributions have included ongoing promotion by on-air personalities, community program interviews, DJ visits and van stops at public donation locations, email blasts to fan clubs, web site promotion and raffle prize donations. In addition, their ongoing support throughout the year has generated substantial community awareness of the need for blood in Arizona.

United Blood Services is Arizona's oldest and largest non-profit blood provider and serves the needs of patients in 50 hospitals across the state. Last year, more than 300,000 blood components were required by Arizona hospital patients. There are hundreds of families that are counting on all of us to provide the gift of life for their loved ones who require transfusions. CBS Radio's support has benefited many patients across the state like Hayley, who has required monthly lifesaving blood transfusions at Phoenix Children's Hospital because her body could not produce red blood cells. Thanks to nearly 100 blood donors so far in her young life, Hayley is turning 8-years-old on Memorial Day.

On behalf of the thousands of patients who have benefited from the support of the CBS Radio Stations, please extend our heartfelt thanks.

Sincerely,

Sue Thew
Marketing & Communications, Public & Media Relations
United Blood Services/Arizona
6220 E. Oak St.
Scottsdale, AZ 85257
(480) 675-5454

We need more

HEROES

Hayley

When Melana was pregnant with her first child, she worried a lot. She had vivid nightmares that reflected the typical fears of many first-time parents. At one of her last pre-natal visits, her stress tests revealed that the baby's heart rate was dropping, so her doctors ordered an emergency Cesarean section. On May 31, 2000, Hayley was born weighing just 4 pounds, 10 ounces. Her parents were overjoyed to count ten fingers and ten toes and welcome her to the family.

But as Melana took Hayley to doctor visits and play groups, she couldn't get over the fact that Hayley's skin did not have the pinkish hue that most other babies her age had. Melana's doctors assured her that nothing was wrong with Hayley, but her instincts told her something else. She took Hayley to urgent care where they drew blood for tests. The results of her blood iron level tests were so low that the doctors thought the lab had made a mistake. When the second results were also dangerously low, the emergency physicians called an ambulance to have Hayley rushed to Phoenix Children's Hospital for an emergency blood transfusion.

During a process of

"Every month, blood donors give our daughter the chance to play, jump and laugh like other children."

elimination, doctors determined that Hayley suffers from Diamond Blackfan Anemia, a condition where her bone marrow does not produce red blood cells. Hayley did not respond to the steroid treatment that helps most patients with this disorder, so she was placed on chronic blood transfusion therapy. Hayley receives a blood transfusion every month, and has received 88 so far in her young life. "We rely on the kindness of strangers to keep our daughter playing, jumping and laughing," Melana says. "No other medical treatment will do that."

In addition to her monthly blood transfusions, Hayley also receives medications through a subcutaneous infusion system at home. Her parents are especially grateful to blood donors who take the time to give regularly. "They are true heroes," Melana said. "Their generosity really restores my faith in mankind."

Testimonial Summary

Age:	6 years old
Illness/Injury:	Diamond Blackfan Anemia
Treatment:	Monthly red blood cell transfusions; 88 to date

Hayley lives with her parents and baby brother, Ian.



CROHN'S & COLITIS FOUNDATION OF AMERICA

SOUTHWEST CHAPTER

May 22, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street SW
Washington D.C. 20554

Dear Chairman,

On behalf of the Southwest Chapter of the Crohn's & Colitis Foundation of America (CCFA), we would like to thank CBS Radio/Phoenix – KMLE, KOOL & KZON for supporting our Take Steps for Crohn's & Colitis event at the University of Phoenix Stadium.

More than 2500 volunteers and participants in Phoenix joined together on May 10, 2008 in an effort to raise more than \$250,000 towards our mission: *To cure Crohn's disease and ulcerative colitis, and improve the quality of life of children and adults affected by these diseases.*

Your commitment and generous support enables CCFA to continue working towards a future without Crohn's disease or colitis. We know we can only realize our objective through the support of generous sponsors like CBS Radio/Phoenix. Gifts such as yours help us to continue to fund the best and brightest researchers in the country while also supporting patients and their families who live in our communities. Progress is being made thanks to you!

Again, we thank you for the opportunity in partnering with CBS Radio/Phoenix and look forward to working with you in the future.

Best Wishes,

Bridgette Haley
Executive Director

The Internal Revenue Service requires a receipt to support charitable contributions. This letter serves as your receipt and confirms that the Crohn's & Colitis Foundation of America has neither received nor provided goods or services in consideration for your gift. Our Federal Tax ID Number is 13-6193105.

CCFA is a 501(c)(3) non-profit organization. All contributions are tax-deductible.

For more information, please contact the Southwest Chapter at (602) 954-1234 or visit our website at www.ccfa.org.

Thank you for your support of the Crohn's & Colitis Foundation of America.

CCFA is a 501(c)(3) non-profit organization. All contributions are tax-deductible.



**PHOENIX
CHILDREN'S**
Hospital Foundation

May 21, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Dear Chairman Martin:

In my job, I am fortunate to witness acts of great generosity and kindness every day as community members contribute their time and resources to ensure that Phoenix Children's Hospital is able to continue providing world-class medical care to children in Arizona.

When I reflect on the support we have received from KMLE Country 108, what stands out is not just the value in dollars of the contributions they have made, which is substantial. I am also humbled by the level of commitment that's shown in the time, energy, and enthusiasm the staff gives to every opportunity they have to help the Hospital. It's what has made KMLE Country 108 an invaluable partner to Phoenix Children's for more than 15 years.

Our most significant collaboration with KMLE is the annual Miracle Marathon radiothon, now in its 8th year. Through this event, KMLE has helped raise millions of dollars for the Hospital in addition to donating millions more in air time and staff services to educate the community about the unique brand of care that Phoenix Children's provides. The Miracle Marathon is a significant undertaking. The staff at KMLE invests endless hours of planning, broadcasting and production to make it successful every year.


If the Miracle Marathon were all that KMLE did for the Hospital, it would be more than enough. But their commitment goes far beyond that one event. KMLE has raised additional funds through t-shirt and CD sales. They donate autographed memorabilia for our silent auction events. The on-air personalities also lend their talents to other fundraisers and are always willing to emcee our events. Just this month, Dave Pratt spent hours on a Saturday to emcee our Emily Center Fashion Show that raises money for our pediatric healthcare library.

While the dollars are important and make it possible for us to provide vital programs and services to our patients, the staff at KMLE gives so much more. KMLE has donated CD's and items signed by artists for the patients in the Hospital. They sponsored our Teen Room where kids can retreat and have fun playing games, listening to music, and enjoying the company of other teens. KMLE will bring in

bands to provide live entertainment for the patients and families who welcome the break from medical treatments and procedures. They always put 100 percent into everything they do for the Hospital because helping the children and families is foremost in their minds and hearts.

KMLE is an integral part of this community and their involvement has not only helped to build this Hospital, but has also helped provide the ongoing services and programs that make it unique and kid-friendly.

Sincerely,

A handwritten signature in black ink that reads "Steven Schnall". The script is cursive and fluid, with the first name "Steven" and last name "Schnall" clearly legible.

Steven Schnall
Vice President, Foundation
sschnall@phoenixchildrens.com